

# The Daily Movie Magazine

FOR THE FILM FAN'S SCRAPBOOK



LEATRICE JOY

We will be glad to publish the pictures of such screen players as are suggested by the fans.

## THE MOVIE FAN'S LETTERBOX

By HENRY M. NEELY

**"Redhead"** writes:—I am greatly interested in your column, and I have not missed a night since it started. Your views on life and topics in general are very interesting. I was greatly surprised and gratified the other evening when a well-known speaker mentioned your name in the course of his talk, quoted some of your sayings, and professed to be an ardent reader of "The Daily Movie Magazine."

Did you think the love romance in "Beyond the Rocks" could be compared with that in "Peter Ibbotson"? It appeared to me as though Mrs. Glynn had taken her theme from the Du Maurier story. The picture gave me the same impression that you mentioned in your criticism.

"Would it be possible for Joseph Schildkraut to film 'Lillom' or has Metro the film rights?"

"After seeing Mabel Normand in 'Molly O,' I wondered why she had left Mark Seaman and wandered aimlessly through so many Goldenwyn pictures.

"I have always wanted to be a dramatic critic and would be very grateful if you could answer a few questions for me.

"First, I am now a high school student. Would a college education be necessary?"

"Second, is there any special literature I would have to read?"

"Third, is it necessary to win recognition as a writer before securing a good position?"

"Fourth, are there any other duties attached to this position, and would I have to qualify in other lines, like a newspaper or magazine?"

"Fifth, must I have experience, and a thorough knowledge of stage and studio life?"

"If the so-called 'love romance' of 'Beyond the Rocks' was suggested by 'Peter Ibbotson,' I should say that it is a typical Elmerigianish view of the beautiful things of life. For goodness sake, don't look at life Elmerigianly. Your comparison of the two stories is an excellent contrast of the two authors. One might easily imagine that some one gave them the same theme to develop and that Du Maurier produced 'Peter Ibbotson' and Elmerigian produced 'Beyond the Rocks.' She would.

I understand that Metro has the screen rights of 'Lillom' and 'A Trip to Paradise' was the result of a SO-SOS-SOS. (That's radio talk meaning "success" and spelled "snicker.") Did you see 'A Trip to Paradise' No? Then you won't know what I mean.

The answer to your question about Mabel Normand is—money.

A college education would be of very great value to you if you are going to become a dramatic critic. You should read the books they require. Then you will be able to quote and credit a lot of high-brow authors—or quote them without credit, after you become a regular critic—and you'll learn the knack of talking other people of their feet with a flow of language that sounds vastly important but that means nothing to anybody—least of all to yourself. Yes, a college education by all means, if you're going to be a "critic." But, if you just want to be a catch-as-catch-can dramatic reviewer, go through college and, in your summer vacations, get a job as plain ordinary reporter on some newspaper and learn how newspapers are made and don't be afraid to get your hands dirty and your clothes mussed and become accustomed to being kicked out of two-by-four offices and all that sort of thing. And don't quote other writers. Learn to think—and write—for yourself.

Write up a scuffle of coal for the canary, but out the cat and let the place up for the night.

Through knowledge of stage and

studio life is very helpful for a reviewer, but a "critic" doesn't have to have any knowledge of anything.

"G. T. N." writes: "Since seeing 'Beyond the Rocks' I have been trying to decide just what Elinor Glynn was trying to prove by it, and after much thought on the subject, I think I have hit the nail upon the head, so to speak. I feel that she called Gloria and Rudie to her and told them that she intended to bestow a prize upon the one who succeeded in wearing the greatest number of costumes—the 'trickier' the better—in each scene. Then she gathered together a handful of extras, and told them to appear at odd moments, but by no means to interfere with the great 'costume review.' After that an army of husky scene-shifters was hired to change scenes as swiftly as possible, and the battle was on.

"At this stage of the game she began to think up a plot—and that is where she made her big mistake, for Gloria isn't used to them, and Rudie's just as popular without one. But a plot she must have, so she picked various episodes from past plays—of course, not omitting a few desert scenes (the 'Sheik' was so popular, you know) and behold, her masterpiece was complete.

"Those who admire Gloria will like her in 'Beyond the Rocks'; it just suits her, and the Valentines have plenty of opportunity to study their side. Personally, I think it may do him a good turn, for 'Blood and Sand' is bound to shine by comparison if not by its own merit. For one man exposing great things of 'Blood and Sand.' The cast seems to be well chosen, and as I belong to the 'admirer' school, I firmly believe that 'Valentino' has a good share of brains, as well as the looks and magnetism which are generally granted him.

"But I fear that a few more Glynn pictures would shake my faith even in him. To my mind Elinor Glynn is an answer to the question, 'What's wrong with the movies?'

"Do you know what I was almost tempted to do with that letter? You have expressed my own opinion so much better and more cleverly than I could have done myself, that I am not my own answer to another reader who asked me what I thought of 'Beyond the Rocks.' You've said it for me—

## The Woman Who Refuses to Fuss

"What in the world am I going to have for dessert?" exclaimed Mrs. Crosby, who sat in a comfortable wicker porch chair. "I'm so sick of outsiders, and I simply won't fuss over a corn-starch pudding in this hot weather."

Mrs. Morris had a perfectly delicious dessert the other night, another, said Mrs. Crosby. "It was a kind of chocolate blanc-mange, and I remember her saying about its being her stand-by dessert. 'Why don't you ask her about it?'

"I'm going right in and phone her now," said Mrs. Crosby, telephoning Mrs. Morris's telephone number, and in reply to Mrs. Crosby's distressed "Do tell me about the delicious dessert Mary said you had the other night," she replied: "Who, that was Pudding. Don't you use Pudding?"

"No. What is it? And is it hard to make?"

"Pudding hard to make?" exclaimed Mrs. Crosby. "No, indeed. All you have to do is add sugar and milk, either fresh or condensed, and boil for three minutes. When it has cooled you have a firm, rich mold of perfectly delicious, creamy dessert."

"It certainly sounds wonderful," said Mrs. Crosby. "Wait till you try it," promised her friend. "And you know it has all sorts of uses. I make the most delicious cake and filling with Pudding. I've never tasted such smooth ice-cream."

"Does it come in more than one flavor?"

"Oh, yes—rose vanilla, chocolate, orange, lemon—and Pudding is so pure and wholesome you can let the children have as much of it as they want."

"Well," said Mrs. Crosby, "I shall order some Pudding right away."

"I know you'll be pleased," said Mrs. Morris. "And, by the way, don't forget a 15c box of Pudding will serve 15 people, or a 10c box serves people. Include Pudding with your today's grocery order."

Advertisement.



Norman Hapgood

Editor Hearst's INTERNATIONAL

If you think well of this Ford article, I would like particularly to have you read my two pages of very liberal editorials. They are as frank and independent as I can make them. And because we have Editorial, articles, and Departments of Business, Science, Play, Art, Book; please don't think I want you to read a long winded tiresome magazine. On the contrary, my idea is: HAVE FUN while you read, but KNOW something when you get through!

Norman Hapgood

**Great June Issue**  
Hearst's INTERNATIONAL  
New Size: a Liberal Education  
Now on Sale 35c

## Why HENRY FORD Attacks the JEWS

NORMAN HAPGOOD'S "Inside Story of Henry Ford's Jew-Mania" is a blow for American liberty! More fascinating than any fiction, the true story of how an ex-Russian spy, with the brother of ex-Secretary Daniels and a New York detective agency, all worked together with Henry Ford to discredit the Jews and restore the Romanoffs to the Russian throne. Read it for yourself in Hearst's INTERNATIONAL for June.

## Can a BAD Woman Make a GOOD Wife?

Gouverneur Morris asks that question in "The Better Wife," his newest and best story just starting in this June number. His answer makes one of the greatest novels of 1922.

You will find running also two other splendid novels: Sir Gilbert Parker's "Carnac's Folly" and Robert W. Chambers' "The TALKERS"

For Fiction that is different get Hearst's International. Written not merely for entertainment, its short stories and novels have a quality of vitality—of definite purpose—that is educational. E. Phillips Oppenheim, Owen Johnson, William MacHarg, Courtney Riley Cooper, Bruno Lessing—all in stories that make you think!

No Other Motor Fuel Is Just Like

# BETHOLINE

"The Wonder Motor Fuel" SHERWOOD BROS., Inc. 21st and Moyamensing Ave. Telephone: Oregon 8170-8171; Race 5319



Safety in all kinds of Weather in a Quaker City Taxicab

HAVE you ever noticed how quickly chains go on a Quaker City Taxicab when it starts to rain?

Every driver knows that a smashed car means a smashed job.

You are certain of safety and of Pullman Car service any hour of the day or night when you call—

Spruce 1700 Quaker City Cab Co. LOW RATES

**STEAM—ELECTRIC—HOT AIR BATHS**

A quick plunge in a big tank of clear running water—a brisk massage by a competent masseur—15 minutes rest—and you feel a new man.

CENTRAL Y. M. C. A. 1421 ARCH ST.

**MATTRESSES RENOVATED**

Brass Beds Reolacored

We guarantee all workmanship absolutely equal to new at 1/2 the cost.

Feathers Re-filled—Made into Mattresses—New Springs—Re-mattressed—Old Auto Coils—Reupholstered

SICHEL'S 38 & Washington Ave. Ph. Lam. 4768, Est. 87 Yrs.

**FUR STORED AND INSURED DURING SUMMER MONTHS**

REMODELING AND REPAIRING A SPECIALTY

**BROWN & BAUCHER**

88 W. Chilton Ave., Germantown Phone: Germantown 6229

Specialists in Silk Fabrics

# Thresher Bros.

The Specialty Silk Store

1322 Chestnut St.

## SILKS

None equal our assortment h o r ever large in other lines.

Consisting of crepe romaine, crepe de chine, crepe faille, canton crepe, crepe Georgette, krepe knit, roshanara crepe, printed crepe, printed foulard, chiffon taffetas, fiber sport silk, cotton waist, silk waist, silk bloomers, silk petticoats and kimonos.

Note—We have made several very fortunate purchases of new and staple silks very much below regular market prices. You are familiar with the reliability of our silks and truly remarkable values offered in the past, and the opening of two new Specialty Silk Stores in Cleveland and Baltimore the past year now permits us to offer greater values than ever on account of the increased purchasing power.

Boston Philadelphia Cleveland Baltimore

We mention below only a few of the many values offered:

- 4TH FLOOR
- 36-Inch Imported White Habutai Wash Silk (made in Japan); cool and serviceable, especially adapted for waists, dresses, linings, etc. Special at \$1.25 yd.
- 36-Inch Jersey Tricolette, tubular knit, in a fine, close weave, suitable for vest, undergarments, etc.; color white, flesh, pink and orchid. Special at \$1.35 yd.
- 36-Inch Imported Black Waterproof India Silk; cool and serviceable, suitable for waists, dresses, etc. Special at \$1.45 yd.
- 36-Inch Krepe Knit and Sylvian Crepe, the new knit weave this season, with crystal faces, plain and self-colored sport stripe, in all the new colors, suitable for sport dresses, cape suits and skirts. Special at \$2.95 yd.
- 4TH FLOOR
- 32 and 36 Inch Mello Spun Stripe Shirting of a close, firm weave, medium luster, plain and multi-color patterns, suitable for waists, dresses, men's shirts and pajamas, launders perfectly. Special at \$1.85 yd.
- 40-Inch Canton Crepe, Faille Canton Crepe de Chine (good weight), in all the wanted colors, suitable for waists, dresses, linings, etc. Special at \$2.55 yd.
- 40-Inch Fiber Sport Satin, soft finish, high luster, all the new sport shades, dyed of pink and white, suitable for skirts \$1.95 yd. and dresses. Special at \$1.95 yd.
- 40-Inch Plaids and Striped Sport Silks, plain and multi-colors, especially used for sport skirts and dresses, a big line of patterns and colors, plenty of \$3.65 & \$4.65 yd. white. Special at \$3.65 & \$4.65 yd.

## WAISTS

- 3RD FLOOR
- Pongee Waists made from an excellent quality of all-silk pongee, in two models, one with new collar and pocket, the other with tuxedo-style collar and cuffs with narrow pleating. Special at \$2.95
- Hand-made Waists of Fine French Voile and Batiste, with real flutes. Special at \$3.95
- 3RD FLOOR
- Odd lot of Georgette and Crepe de Chine, Striped Tub Silks and White Habutai Waists. Splendid assortment of styles. Special at \$3.95
- Sample lot of White Radium Waists in Peter Pan style, very excellent quality. Special at \$4.95

## PETTICOATS

- White Petticoats made from an excellent quality of English sateen, attractive models, flounces made with shirring and hemstitching. Special at \$2.95
- Silk Petticoats, all-silk jerseys, messalines and chiffon taffetas, beautiful changeable effects (sample lot). Special at \$3.95

Mail Orders Filled Promptly Our mail order department is ready to give prompt and efficient personal attention to the requirements of our out-of-town patrons

It is a pleasure to show goods.

# Thresher Building

1322 Chestnut St.

Boston Store 19 Temple Place

Cleveland Store 1148 Euclid Ave.

Baltimore Store 17 W. Lexington St.

Telephone: Walnut 2035 2036

PHOTOPLAYS

The following theatres obtain their pictures through the STANLEY Company of America, which is a guarantee of early showing of the finest productions. Ask for the theatre in your locality obtaining pictures through the Stanley Company of America.

<b>APOLLO</b> 522 & THOMPSON STS. MATINEE DAILY "BOUGHT AND PAID FOR"	<b>PALACE</b> 1214 MARKET STREET WALLACE REID "ACROSS THE CONTINENT"	<b>THE NIXON-NIRDLINGER THEATRES</b>
<b>ARCADIA</b> CHESTNUT BEL. 16TH 10 A. M. TO 11:15 P. M. ELAINE HAMMERSTEIN "WHY ANNOUNCE YOUR MARRIAGE?"	<b>PALM</b> FRANKFORD AVENUE & NORRIS STREET NORMA TALMADGE "LOVE'S REDEMPTION"	<b>BELMONT</b> 522 ABOVE MARKET 1:30 & 8:30 TO 11 P. M. RICHARD BARTHELMESS "TOLABLE DAVID"
<b>ASTOR</b> EIGHTH & GIRARD AVE. MATINEE DAILY "ALIAS PHIL KENNEDY"	<b>REGENT</b> Market St. Below 17th 10 A. M. TO 11 P. M. VIVIAN MARTIN "PARADISE MY FRENCH"	<b>CEDAR</b> 60TH & CEDAR AVENUE 1:30 and 8:30 TO 11 P. M. WILLIAM DESMOND "FIGHTING MAD"
<b>BALTIMORE</b> 51ST & BALTIMORE STS. 10 A. M. TO 11:15 P. M. EARLE WILLIAMS "THE MAN FROM DOWNING STREET"	<b>RIALTO</b> GERMANTOWN AVENUE AT TELEPHONENEGEN ST. REN INGRAM PRODUCTION "TURN TO THE RIGHT"	<b>COLISEUM</b> Market Lot, 52th & 60th 1:30 and 8:30 TO 11 P. M. WILLIAM C. FABIANE PRODUCTION "AT THE STAGE DOOR"
<b>BLUEBIRD</b> Broad & Susquehanna Continues 2 until 11 MME. NAZIMOVA "A HOLE'S HOUSE"	<b>SHERWOOD</b> 64th & Baltimore Av. MAT. 2: EYE. 6:30 "A CONNECTICUT YANKEE IN KING ARTHUR'S COURT"	<b>JUMBO</b> FRONT ST. & GIRARD AVE. 1:30 and 8:30 TO 11 P. M. WILL ROGERS "GUILTY OF WOMEN"
<b>CAPITOL</b> 722 MARKET ST. 10 A. M. TO 11:15 P. M. RODOLPH VALENTINO & AGNES AYRES "THE SHEIK"	<b>STANLEY</b> MARKET AT 19TH 10 A. M. TO 11 P. M. NORMA TALMADGE "MILLYN THROUGH"	<b>LEADER</b> 41ST & LANCASTER AVE. 2:30 TO 8:30 TO 11 P. M. GLORIA SWANSON "HER HUSBAND'S TRADEMARK"
<b>COLONIAL</b> 6th & Maplewood Aves. 7:30 TO 9 P. M. BETTY COMPSON "THE GREEN TEMPTATION"	<b>STANTON</b> MARKET ABOVE 16TH 10 A. M. TO 11 P. M. "ORPHANS OF THE STORM"	<b>LOCUST</b> 52th AND LOCUST STREET 1:30 & 8:30 TO 11 P. M. PRISCILLA DEAN "WILD HONEY"
<b>FAIRMONT</b> 26th & Girard Aves. MATINEE DAILY BARBARA CASTLETON "The Child Thou Gavest Me"	<b>333 MARKET STREET THEATRE</b> BETTY COMPSON "THE GREEN TEMPTATION"	<b>NIXON</b> 52d AND MARKET STS. 1:30 & 8:30 TO 11 P. M. LOTTIE PICKFORD "THEY SHALL PAY"
<b>GREAT NORTHERN</b> 10th & Erie 2:30 TO 7 & 9 P. M. "THE PRODIGAL JUDGE"	<b>VICTORIA</b> MARKET ST. 10, 6TH 10 A. M. TO 11 P. M. SPECIAL CAST IN ZANE CRYE'S "THE LAST TRAIL"	<b>RIVOLI</b> 52d AND SANSON STS. 1:30 and 8:30 TO 11 P. M. SARDOL'S LINDOR'S PRODUCTION "THEODORA"
<b>IMPERIAL</b> 60th & WALNUT STS. MATINEE DAILY MAE MURRAY "FASCINATION"	<b>ARDMORE</b> LANCASTER PIKE AT 43rd ST. "THE FOUR HORSEMEN OF THE APOCALYPSE"	<b>69TH ST.</b> Theatre, Opp. "L. P. Terminal" CONSTANCE BINNEY "MIDNIGHT"
<b>KARLTON</b> CHESTNUT ABOVE BROAD 10:15 TO 11:15 P. M. TULLY HAYMAN & COMPANY STREAS IN "TOO MUCH BUSINESS"	<b>GRANT</b> 4022 GIRARD AVE. 10:15 TO 11:15 P. M. "THE SHEIK'S WIFE"	<b>STRAND</b> GERMANTOWN AV. at VANDERBILT 2:30 TO 7 & 9 P. M. BETTY COMPSON "THE GREEN TEMPTATION"
<b>LIBERTY</b> BROAD & COLUMBIA AV. MATINEE DAILY NORMA TALMADGE "LOVE'S REDEMPTION"	<b>ORIENT</b> Woodland Ave. at 62d St. MATINEE DAILY MABEL NORMAND "MOLLY O."	<b>JEFFERSON</b> 29th & Dauphin STS. MATINEE DAILY THOM. H. INCE'S PRODUCTION "HAIL THE WOMAN"
<b>OVERBROOK</b> 63d & HAVERFORD AVE. MATINEE DAILY AGNES AYRES AND JACK HOLT IN "BOUGHT AND PAID FOR"	<b>GERMANTOWN</b> 55th GERMANTOWN AV. MATINEE DAILY THOM. H. INCE'S PRODUCTION "HAIL THE WOMAN"	<b>PARK</b> RIDGE AVE. & DAUPHIN STS. 2:30 TO 7 & 9 P. M. THE Y. M. C. A. PHOTOPLAY SERVICE "DETERMINATION"

AT OTHER THEATRES, MEMBERS OF M. P. T. O. A.

See Classified Ads on Pages 27, 28, 29 and 30